

SoCal Transit Month



PRESENTED BY



Metro



Thousands of people across Southern California participated in over 40 events for SoCal Transit Month, presented by Metro, engaging 10,000+ participants with the SoCal Transit Month brand.

WE ALSO HELD SOLD-OUT PROGRAMS, including the Metro Art Station Tour, the A Line Tour, and the Transit in Hollywood Panel. We hosted thought-provoking programs, including a virtual panel on the impact of the ICE raids on public transit and When Driving is Not an Option with author Anna Zivarts. We held two press conferences—one with CEO Wiggins followed by a ride-along that generated press for Clean Air Day and the 'Boo Boo Bandaids Brigade' event about fixing downtown LA's sidewalks—and transit ride-alongs with CEO Wiggins and California Transportation Secretary Toms Omishakin. We even partnered for some big bashes like Bus Fest in Long Beach, the "We Love The Bay Area" High Speed Rail party, and the Metro A Line Pomona Extension party.

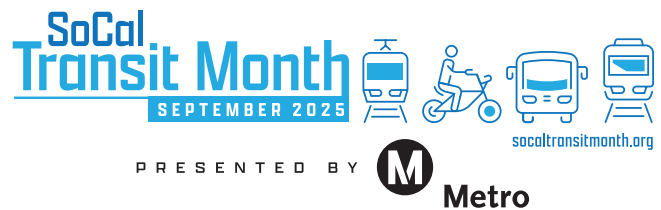


The inaugural SoCal Transit Month showcased the diversity of our region and what transit means to people, but it also made an impact! Through our partnership with Dashboard.Earth, we were able to track:

- **6350 transit actions logged by over 400 participants with an estimated 45,650 vehicles miles avoided**
- **A total of 2050 car-free days logged by over 350 participants**
- **Over 61,000 lbs CO2e emissions estimated avoided by transit-related actions, more than quadrupling the initial goal of 15k and exceeding the stretch goal of 45k by 35%!**

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OUR SOCIAL MEDIA ALSO EXCEEDED OUR EXPECTATIONS WITH ENGAGING, FUN, AND THOUGHTFUL CONTENT generated throughout the month. You can watch some highlights here. SoCal Transit Month accounted for 86% of all views in the last 90 days. As a comparison, for the entire month of August, the Move LA IG reached 1,840 accounts, while during the entire month of September, the account

reached 29,395 accounts, an increase of 1500%. We achieved 110,000+ reel and post views, a 1500% increase from August. 62% of views came from non-followers, an increase of 1700% from August. In total, we posted 11 reels and 44 regular posts in September on Instagram, with an average of 5-10 stories per day and more during the big events like Train Fest, Bus Fest, Clean Air Day, and the A Line Extension opening. We also had significant activity on LinkedIn, YouTube, TikTok, and Facebook.



SOCAL TRANSIT MONTH WAS ALL OF THIS AND SO MUCH MORE.

It couldn't have happened without our sponsors and partners: LA Metro, Access LA, ACT-LA, Active San Gabriel Valley, America Walks, Aquarium of the Pacific, Arellano Associates, Big Blue Bus, Biking While Black, California Environmental Voters, California High-Speed Rail Authority, Californians for Electric Rail, Car-Lite Long Beach, City of Long Beach, Coalition for Clean Air, Councilmember Kristin Duggan, Councilmember Tunua Thrash-Ntuk, Culver City Department of Transportation, Dashboard.Earth, Foothill Transit, Fremantle. LADOT, LADWP, Long Beach Bike Co-Op, Long Beach Transit, Lyft, Pedal Movement, SAFE- Streets Are For Everyone, South Bay Forward, Supervisor Janice Hahn, Supervisor Lindsey Horvath, TAP, Torrance Transit, and UCLA Transportation.



THANKS ONCE AGAIN TO EVERYONE who came out to an event, logged a ride, volunteered, or sponsored to make SoCal Transit Month such a vibrant, joyous, successful month throughout the region.



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